

(Formerly known as the Georgia Conference on Information Literacy)

Sep 25th, 2:45 PM - 4:00 PM

# Using What They Know to Teach Them What They Need to Know

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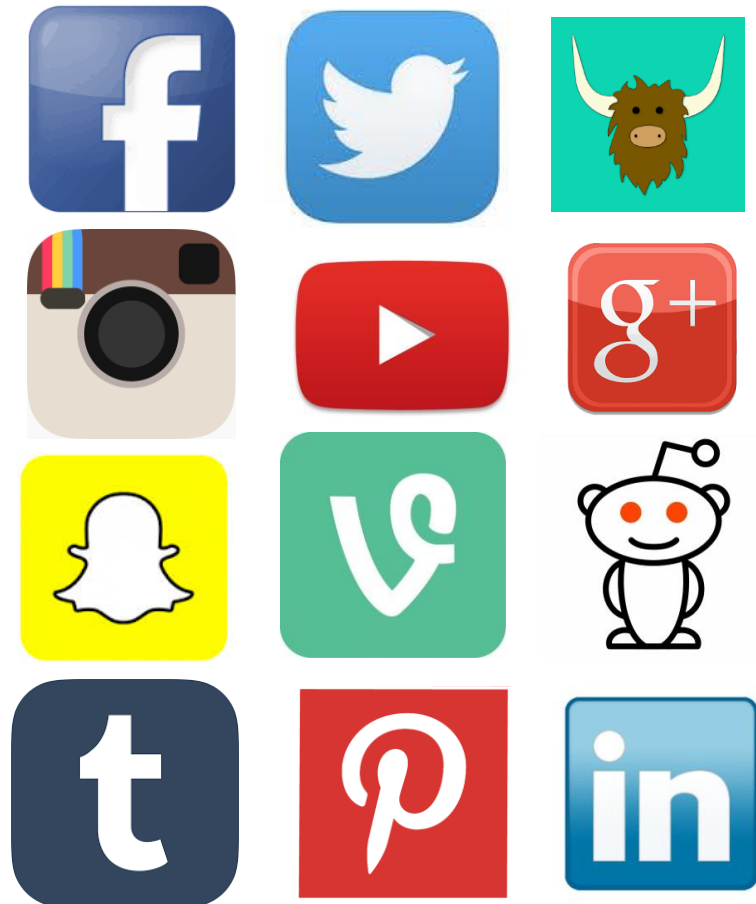
# Using what they know to teach them what they need to know

*Lucinda Rush, MLIS, MME*

*Old Dominion University Libraries*



# What's the point?



# What They Know

- ✓ Social Informatics
- ✓ Interactions
- ✓ Audience Construction
- ✓ Identity
- ✓ Incentives
- ✓ Ambient Awareness

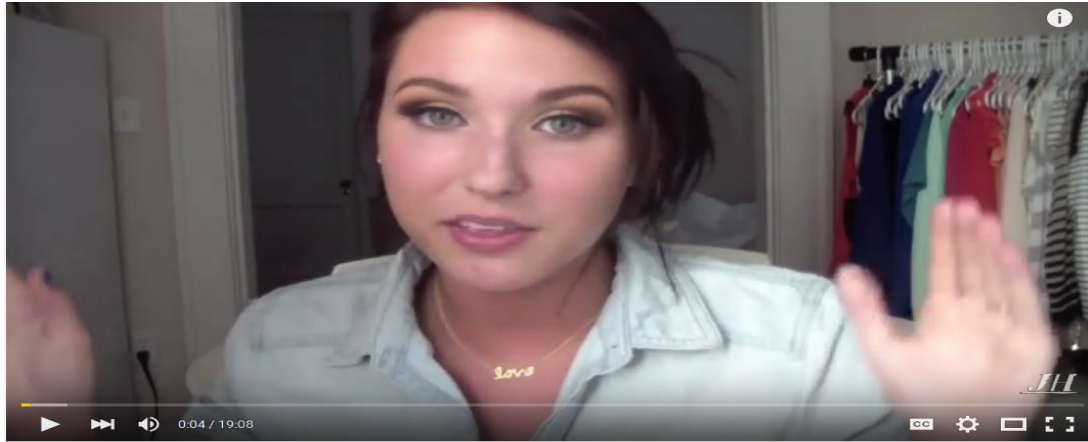
Want to know more?

Rush, L. & Wittkower, D.E. (2014). Exploiting fluencies: Expropriation of social networking site consumer training. *Digital Culture & Education*, (6), 13-29.

# How Do They Connect?



# Views, Likes, & Shares vs. Citations



Foundation Routine - how to get a flawless face | Jaclyn Hill



Jaclyn Hill

Subscribe 2,341,456

+ Add to Share More

Authority

3,559,792  
25,326 1,081

Effects of **skin care** and **makeup** under instructions from dermatologists on the quality of life of female patients with acne vulgaris

Y Matsuoka, K Yoneda, C Sadahira... - The Journal of ..., 2006 - Wiley Online Library

ABSTRACT Acne vulgaris affects patients' quality of life (QOL) and their lives in various ways, including psychological distress and dissatisfaction. This may be heightened by acne's typical involvement of the face. We investigated whether the use of **skin care** and ...

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Authority

The Dermatology Life Quality Index 1994–2007: a comprehensive review of validity and clinical results

MKA Basra, R Fenech, RM Gatt... - British Journal of ..., 2008 - Wiley Online Library

Background The Dermatology Life Quality Index (DLQI) is one of the most widely used dermatology-specific quality of life measures. For the last 5 years there has been great interest in its use. Objectives To collate all information regarding the technical ...

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Authority

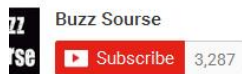
Social  
Informatics

Authority is  
Contextual





Nancy Grace Battles 2 Chainz over Pot :Think of the Children



### They Know:

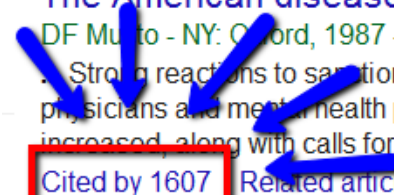
- How to do keyword searches in YouTube
- How to find the most popular videos
- How to judge the relevancy of videos

### The American disease: origins of narcotic control (expanded edition)

DF Munro - NY: Oxford, 1987 - ncjrs.gov

Strong reactions to sanctions eventually yielded considerable responsibility for control to physicians and mental health professionals. Between 1965 and 1980, toleration of drug use increased, along with calls for **legalization of marijuana** and methadone maintenance. ...

Cited by 1607 Related articles All 2 versions Cite Save More



### They Need to Know:

- How GoogleScholar ranks results
- How to keyword search in databases and GoogleScholar
- How to judge the relevancy of scholarly resources

# Biggest Lies on the Internet

## Two Truths & A Lie

- Ambient Awareness
- Searching as Strategic Exploration
- Research as Inquiry
- Authority is Constructed & Contextual



# Embedded Librarian & Facebook



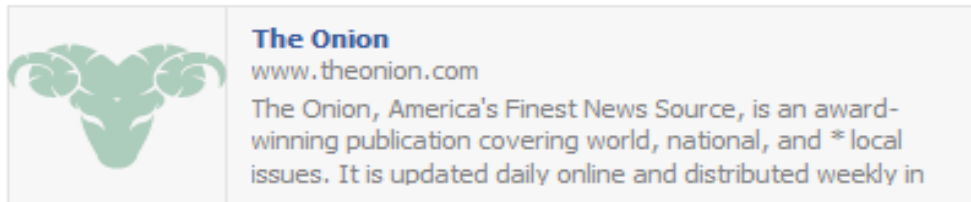
82% of  
Young Adults  
(18-29) are  
on Facebook

70% of all Facebook  
users login at least  
once a day. 43% login  
multiple times a day.

# Incentive: Instant Gratification & Feedback

[REDACTED] s that hearing the words '2016  
[REDACTED] among American people. The study found  
that thousands of people would sink into an acute depression after  
hearing those words within a matter of seconds. The study also found  
that even people who seem to be cheery and blithe are affected by the  
phrase that is causing anxiety to a large number of people.

Science /Tech. (2013, September 16). Retrieved November 19, 2013,  
from The Onion: [www.theonion.com](http://www.theonion.com)



**Searching  
as  
Strategic  
Exploration**

# Ambient Awareness, SNS, and Research as Inquiry

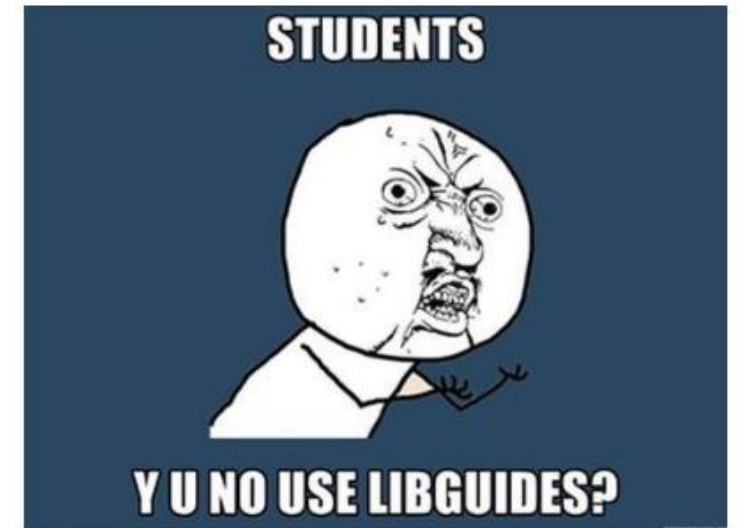
**Oh yeah, I  
can use the  
awesome  
Course  
Guide that  
my librarian  
made!**



Lucinda Rush

Why?

<http://guides.lib.odu.edu/phil795/895>



# The “In Real Life” Connection

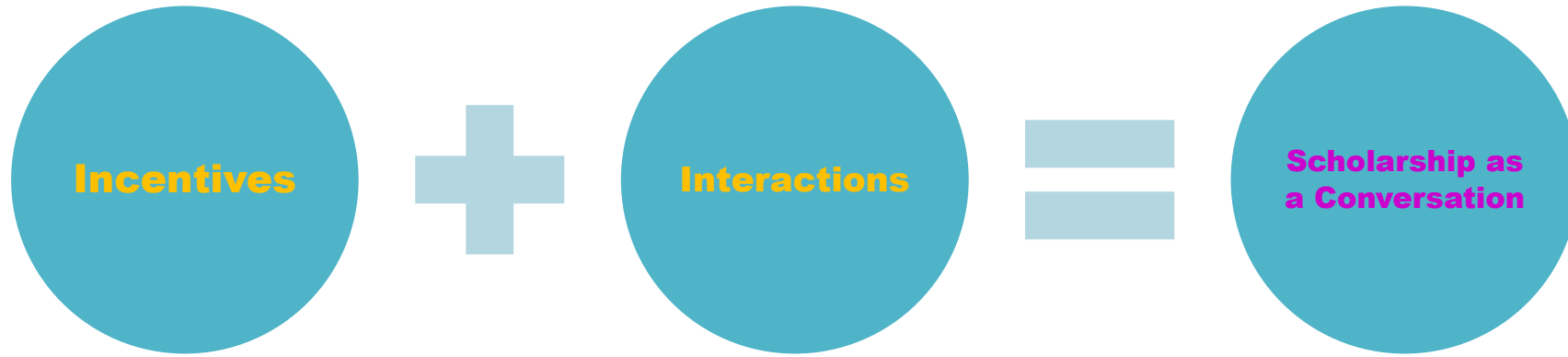


**Sharing,  
Posting,  
Engaging**

**Ambient  
Awareness**

**Research as  
Inquiry,  
Scholarship  
as  
Conversation**

# Let Them Talk!





# Information Creation as Process









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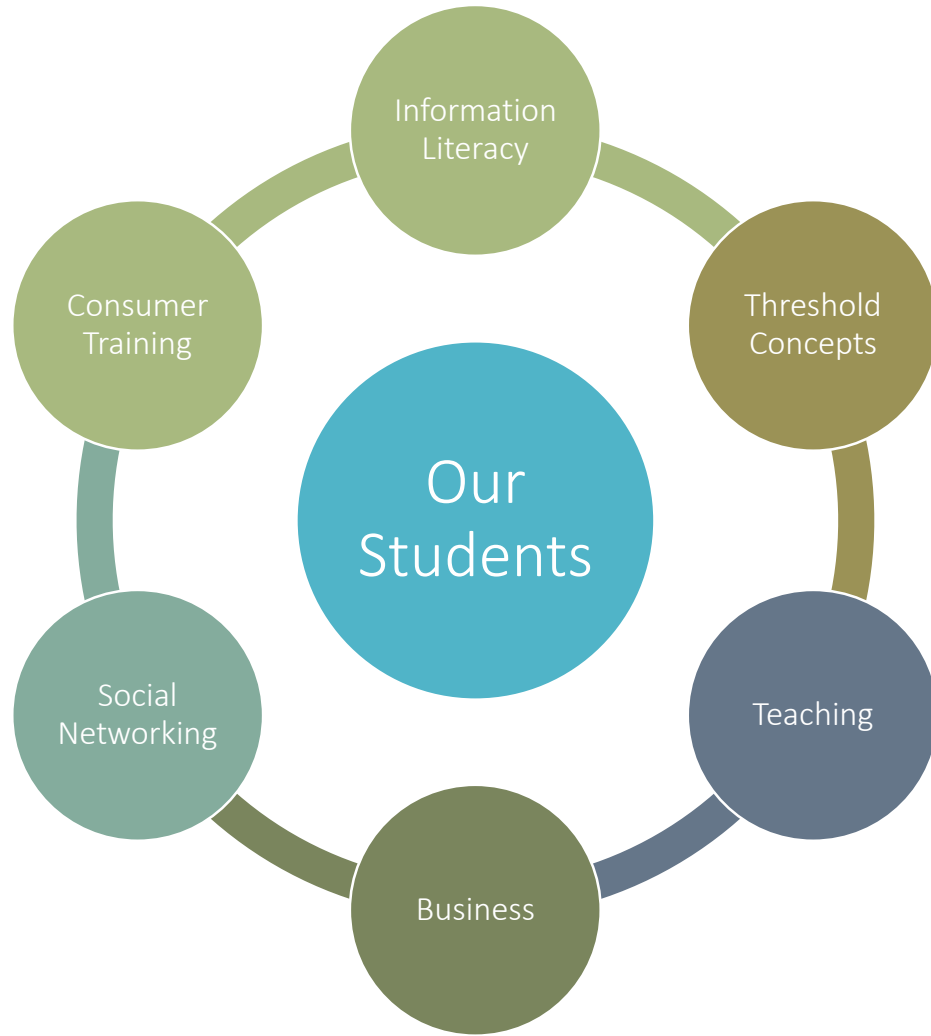
#Research

# Let Them Play!



Information  
Has Value

# It's All Connected



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